

# Media Portfolio

JRSM 7990-001, M50

Fall 2022

**Thomas J. Hrach, Ph.D.**

**Office:** 308 Meeman Journalism Building

**Office Hours:** 9:30 to noon Mondays; noon to 2:30 p.m. Wednesdays

**Phone:** 901-678-4779 (office); 901 489-5705 cell

**Email:** [thrach@memphis.edu](mailto:thrach@memphis.edu)

## COURSE REQUIREMENTS

### Catalog description

Development of digital portfolio of professional and/or academic work and presentation. S/U. (2 hours)

### Textbooks

None.

### Classroom format

Students are required to complete five assignments and then develop and maintain an active portfolio of their work. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review by submission and presentation to the graduate faculty.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 7990–001, M50 to enter your course and read the instructions on the welcoming page

### Grading

Grades are recorded as Pass or Fail. To pass, the student must apply to graduate, complete the five assignments and the create and present the portfolio and make any changes requested by the review committee.

### Portfolio

Students may use any type of web hosting for their portfolio, but it must have an independent and professional URL. The Department recommends using WordPress, Wix, or Weebly to build a portfolio site, however, any multimedia capable site building tool may be used. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term.

Students should have a professional email address they plan to use throughout their professional

life, via a common email service such as Gmail or Yahoo.

**All portfolios must contain the following items:**

1. Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
2. A current résumé
3. A personal profile
4. Contact information/means of contact
5. Social media

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio radio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

Students also will be required to read about current issues in the media and present their portfolio to a review committee.

In addition to field experience, students are required to a portfolio of their work from their internship, as well as a written report about the internship. Assignment documents about the portfolio and the report are available in Canvas on the MyMemphis.edu portal. All assignments must be uploaded to the dropbox by the required date. No late assignments will be accepted.

## **COURSE SCHEDULE**

*Week 1: Aug. 26: Apply for graduation*

*Week 2: Sept. 2:*

*Week 3: Sept. 9: Assignment 1: Theory*

*Week 4: Sept. 16:*

*Week 5: Sept. 23: Assignment 2: Ethics*

*Week 6: Sept. 30:*

*Week 7: Oct. 7: Assignment 3: Research*

*Week 8: Oct. 14:*

*Week 9: Oct. 21: Assignment 4: Writing*

*Week 10: Oct. 28:*

*Week 11: Nov. 4: Assignment 5: Knowledge*

*Week 12: Nov. 11:*

*Week 13: Nov. 18: Site due for inspection*

*Week 14: Nov. 25:*

*Week 15: Dec. 2: Final Site due*

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **Portfolio requirement**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or Squarespace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

## Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

## Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

## Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

## Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

## Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating

originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### **Online SETEs**

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### **Deadlines**

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### **AP Style and grammar**

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### **Disability and accommodations**

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### **Diversity and inclusivity**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### **Weather policy**

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

## **Student support**

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

## **COVID-19 protocols**

If a student tests positive for COVID-19, they need to notify the Dean of Students Office at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) and notify the University of their result. Faculty are expected to be accommodating with extra time for assignments; however, decisions will vary on a case-by-case basis according to the severity of the student's illness. To prevent the spread of COVID-19, students are encouraged to wear masks indoors, wash hands frequently and wipe down their workstations with sanitizing wipes before and after class.